

CHRISTOPHER J. COYLE, MBA

M: 646-623-6285 • chriscoyle1@hotmail.com • linkedin.com/in/chriscoyle

1 Independence Court, Apt 810, Hoboken, New Jersey 07030

Business Development/Strategic Partnerships/Strategy

A results driven executive with more than 25 years of leadership experience building lasting growth for emerging tech start-ups.

Areas of Expertise:

Blue Economy Blue Tech* Emerging Technology* Cloud Computing* Big Data/Analytics* AI* Machine Learning* Blockchain* SaaS/PaaS* Business Development* Strategic Partnerships* Strategy* Sales* Operations* Impact Investing* StartUp Funding*

PROFESSIONAL EXPERIENCE

EXOCETUS AUTONOMOUS SYSTEMS - New York, NY Shell Ocean Discovery XPRIZE Semi-Finalist March 2017 to Present
Autonomous Underwater Vehicles

SENIOR PRINCIPAL CONSULTANT TO EXOCETUS AUTONOMOUS SYSTEMS FOR BUSINESS DEVELOPMENT & STRATEGIC PARTNERSHIPS
LEAD ADVISOR FOR DATA AND ANALYTICS FOR THE SHELL OCEAN DISCOVERY XPRIZE AND (NOAA) BONUS PRIZE

XPRIZE IS FOR MAPPING THE OCEAN FLOOR & THE NOAA PRIZE IS FOR DETECTING CHEMICAL / BIOLOGICAL SIGNALS UNDERWATER.

Exocetus (EAS) designs, manufactures and services intelligent deep-sea robots (aka Autonomous Underwater Vehicles or AUV's) EAS was started with a \$15M Federal Grant (SBIR Contract-Phase 3) to develop it's buoyance engine resulting in 3 patents on the engine design and 1 on the retrieval system, which deploys with the loss of power or if a leak in the coastal glider is detected. Advantages to the EAS drones include: an Adaptive Ballasting Engine allowing the vehicle to move through changing water densities (salt water versus fresh water), Speed (doubles that of nearest competitor), Long Duration Missions (up to several months using Lithium Batteries versus being tethered to boat/submarine or turbine engine), Professional Software/User Interface and Modular Sensor Design (can collect Acoustic/Sonar/Meteorological information as well data/analytics on combined conductivity and temperature, pressure, Crude Oil, pH, altimeter and PAR (Photosynthetic Active Radiation). In addition, side arm sonar scanners have been added for accurate Bathymetric Depth Maps (3D) and cameras to capture High Definition, AR/VR images of the sea floor. The Navy and Coast Guard are presently using our AUV's.

EAS is a Shell Ocean Discovery XPRIZE Semi-Finalist. XPRIZE is a global competition that tackles some of the most pressing issues of our planet and includes several moon-shot projects. Mapping the Ocean floor is one of them! There were over 1,400 entries from around the world for this prize and EAS was one of only 21 teams chosen!

I am responsible for all business development, strategic partnerships, sponsorships and funding for EAS as well as integrating all emerging technology (Cloud Computing, Artificial Intelligence, Machine Learning, Blockchain, Data and Analytics). The Oceans cover 70% of the Earth and will provide essential information and intelligence for the following industries: National Defense, Coastal Erosion, Port Security, Shipping Lanes, Cruise Ships, Oil and Gas Exploration, Renewable Energy, Deep Sea Mineral Mining, Fishing, Medical Research, Communication/Internet & Media Companies, Weather, Scuba Diving and Treasure Hunting. I am presently working with some of the largest technology companies (Microsoft, Amazon, IBM) in the world on this project.

I have recently spoken on the Blue Economy, Emerging Technology and Ocean Data and Analytics at:

-G-STIC 2017: Global Scientific, Technology and Innovation Conference in Brussels, Belgium. G-STIC is a United Nations/European Union joint venture.

-World Ocean Council's Sustainable Ocean Summit 2017 in Halifax, Nova Scotia, Canada. WOC is a global cross sectorial ocean industry leadership alliance committed to corporate Ocean responsibility.

SWFI's Institutional Investor Forum 2018 in Santa Monica, CA. SWFI is the leading source journal for Sovereign Wealth Funds, Pensions, Endowments and Institutional Investors around the world.

Yale School of Management and Yale International Center for Finance's Impact Investing Conference 2018 in New Haven, CT

MEDIASIGHT, INC. – New York, NY
Digital Signage Software Developer Platform

February 2011 to Present

MANAGING DIRECTOR

Lead strategic direction of organization with focus on establishing US operations. Championed distribution sales promotions and dealer volume discounts. Identified new business and market opportunities through strategic global channel partnerships with Distributors, IT Resellers (VAR's), and Hardware Manufacturers.

- Closed a financing round, oversaw an international JV with one of the largest DOOH networks and incorporated new technologies including QR Codes, Facial Recognition, Radio Frequency Identification, Near Field Communication, 3D, Smartphones, and Social Media Networks to advance business development and revenue milestones.

KEVO – New York, NY & Los Angeles, CA
Search engine for prominent people.

October 2008 to January 2011

PRESIDENT

Developed social media site and generated the necessary financing for the company. Established business models for the advertising, sales, and content acquisition departments. Negotiated and executed contracts with advertising networks, publishers, and distribution partners to orchestrate a distributive media network through strategic partners and affiliates.

MUZE, INC. – New York, NY

December 2006 to May 2008

Provider of media information, metadata, and digital preview samples that support the sale of digital entertainment content.

VICE PRESIDENT OF BUSINESS DEVELOPMENT

Created the companies global content business development strategy across internet, mobile, and television platforms. Served as the primary contact with key marketing, business development, and business affairs executives at record companies, music publishers, film studios, television networks, and book and video game publishers.

- Renegotiated all existing licensing agreements for more favorable terms, additional territories, as well as additional distribution platforms; contracted with Universal Music Group and Warner Music Group to participate in Open Media Exchange (OMX), a hosted model solution and precursor to cloud computing.
- Served on Executive Team during sale of the company to Macrovision (recently acquired by TiVo) working in cooperation with Board of Directors and investment bank to secure additional financing for the company.

MOBILE STREAMS, INC. – New York, NY & London, England
Mobile content platform.

March 2005 to December 2006

VICE PRESIDENT OF BUSINESS DEVELOPMENT

Led all strategy partnerships/business development operations to increase shareholder value. Executed contracts for global licensing to more than 150 carriers in 85 countries around the world. Collaborated with all C-Level Executives to launch revenue generating marketing and promotional campaigns.

- Played key role in securing a \$10M pre-IPO investment and in taking the company public on AIM (UK) in February 2006.
- Generated more than 75% of the company's global revenue, boosted sales by more than 200% in less than nine months with 75 international deals with Sony, BMG, EMI, Universal, WMG, Getty Images, National Geographic, and ESPN.

EMERALD ISLE ENTERTAINMENT, LLC – New York, NY
Consulting firm

January 2002 to February 2005

FOUNDER

Established consulting firm that serviced entertainment organizations. Notable projects and achievements include:

- **Cover 2 Sports Marketing Group:** with ABC/EXPN Radio to target sports fans through music.
- **Enliven Entertainment:** with major record labels for concert production company services.
- **Pop Sustainability:** Developed programming & strategic partnerships with the UN and various NGO's.

LIVE MUSIC CHANNEL – New York, NY
Music video and concert production company.

December 2000 to January 2002

VICE PRESIDENT OF BUSINESS DEVELOPMENT

Licensed music programming for television distribution in the US and sold sponsored music programming worldwide.

- Expanded show's to 25M households in 253 markets and sold additional programming to USA Network and Cablevision.

MCY MUSIC WORLD, INC. – New York, NY

Online music company.

July 1999 to November 2000

VICE PRESIDENT OF SALES, SYNDICATION & SPONSORSHIP

Promoted from Executive Producer to increase shareholder value. Solicited and sold through the syndication and sponsorship of music content to online and offline clients.

- Helped generate funding while taking the company public on NASDAQ.
- Managed more than \$5M in production budgets and \$6M in corporate sponsorship.
- Executive produced a Paul McCartney concert that won MSN and Yahoo's Webcast of the Year Award in 1999.
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ADDITIONAL EXPERIENCE

Includes Executive Sales and Marketing roles for organizations in the music industry. Details available upon request.

INTERNSHIPS/GOVERNMENT

Sam Beard, US Senate Candidate for Delaware

SB Woo, 21st Lieutenant Governor for Delaware

The American Legion Auxiliary's Boy's State

YMCA's Youth in Government

EDUCATION

Master of Business Administration (MBA) in Marketing – Loyola University – Baltimore, MD

Bachelor of Arts (BA) in Political Science – Loyola University – Baltimore, MD

PROFESSIONAL AFFILIATIONS

IOSTIA-International Ocean Science and Technology Industry Association

World Ocean Council

CTIA-Wireless Association

NATPE-National Association of Television Program Executives

NAB-National Association of Broadcasters

NARM-National Association of Record Merchandisers

DSF-Digital Signage Federation